



1 TO 2 PARTICIPANTS



PRESENTATION TIME

OBJECTIVE

The Emerging Technology Marketing Strategies Event involves one (1) or two (2) participants designing a marketing strategy for a product or service using emerging technology solutions. The participant(s) will then demonstrate and explain the marketing plan to the potential client.

The objective for the 2015-2016 year is to create a comprehensive emerging technology marketing strategy for a cruise ship company sailing to ports of call in the Caribbean, Alaska, Hawaii, and Europe. Emerging technology strategies include, but are not limited to, websites, mobile applications, social media outlets, animation, videos, and the like. The strategy should include a clearly integrated brand identity for the cruise line.

The Emerging Technology Marketing Strategies Event is not intended for design or creation of conceptual technologies; rather, it is designed to demonstrate accurate implementation of existing technologies.

DESCRIPTION

In the Emerging Technologies Marketing Strategies event, participant(s) will assume the role of agency owner(s) of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

Prior to the conference, the participant(s) will create mock ups of all components of the integrated marketing plan. The participant(s) must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a professional (judge) acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. No Internet connection will be available. The presentation is not intended to be a live software demonstration, rather to explain the functionality and implementation of the overall marketing plan.

The judge(s) will be in the role specified by the participant(s) as a client or potential client who is looking for ways to create a clear brand identity for their cruise line. At the beginning of the presentation the participant(s) will inform the judge(s) as to their role.

FOR INTERNATIONAL COMPETITION

The content to be evaluated is found in the standard Evaluation Form found in these Guidelines. There will be an evaluation of the presentation for a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will make a second presentation. The following guidelines will be applied to the presentations at the International Career Development Conference.



LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge relating to marketing principles through the use of emerging technologies and delivery of a presentation to a current or potential client, participants will:

- Demonstrate knowledge of budgetary requirements used for development
- Collecting information, obtaining facts and ideas about product(s) and/or service(s)
- Applying design principles (attracting the potential customer)
- Utilize mobile applications
- Utilize social media
- Using graphics and/or multimedia in a presentation
- Applying marketing principles
- Understanding the concept of feature/benefit selling
- Demonstrating knowledge/understanding of client/customer needs
- Applying Internet and mobile marketing concepts
- Explaining the development and design process
- Using innovative technology
- Organizing and delivering an effective presentation
- Demonstrating imagination and creativity



GUIDELINES FOR THE PRESENTATION | REFER TO THE EVALUATION FORM

1. The participant(s) is (are) to act as agency owner(s) of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.
2. The participant(s) will walk the client or potential client (judge) through the comprehensive marketing plan.
3. Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, participants must use battery power even if electrical outlets are available in the room.
4. Visual aids (poster paper, flip charts) may be used.
5. All materials, equipment, supplies, etc. must be provided by the participants. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
6. Only materials that can be easily carried to and from the competition areas by the actual participants will be permitted (includes computer equipment, visual aids, etc.). Only the participants may handle and set up their materials. No outside assistance will be allowed.
7. Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
8. Participants will have twenty-five (25) minutes to set-up in the presentation room/area, make the presentation and respond to any questions from the judges. This includes any introduction to inform the judge(s) as to the role they are to play.
9. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy.
10. Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on pages 4 and 5.

Failure to follow guidelines may result in disqualification.

COPYRIGHT GUIDELINES

1. For any registered logos, trademarks, names, text, etc. that were not the creation of the participants, permission must be obtained (state/provincial and federal copyright laws apply). Participants should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
2. Any violations of copyright, lack of source citation, or lack of permission to use material, may result in disqualification.
3. Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.

PRESENTATION SCHEDULE

Twenty-five (25) minutes for the set-up, presentation (includes introduction) and questions by the judge(s)

Five (5) minutes for scoring by the judge(s)

The Emerging Technologies Marketing Strategies event was created by Collegiate DECA in response to the career opportunities available for college graduates in the area of website design, social media marketing, mobile application design, and integrated marketing communications.



In the Emerging Technologies Marketing Strategies event, participant(s) will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

Prior to the conference, the participant(s) will create mock ups of all components of the integrated marketing plan. The participant(s) must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a professional (judge) acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. No Internet connection will be available. The presentation is not intended to be a live demonstration, rather explain the functionality and implementation of the overall marketing plan.

At the beginning of the presentation the participant(s) will inform you as to your exact role. The participant(s) will then walk you through the comprehensive marketing strategy.

JUDGING THE PRESENTATION

Please familiarize yourself with all of the guidelines before interacting with the participants. Your job is to evaluate the participants' presentation using the evaluation form.

1. To ensure fairness, at no time should a competitor be asked where he/she is from (school, state, country, etc.)
2. Please place the participants' name(s) and identification number(s), using labels if provided, on the bubble score sheet (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
3. Participants will be scheduled for presentations at thirty (30) minute intervals. Remember, you are role-playing a client or potential client who is planning a music festival. The participant(s) is (are) acting as owners of a creative consulting firm that designs integrated marketing strategies for clients.
4. Participants have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the participants. Any such documentation will be given to you by the event managers before the participant(s) present(s). (Not all participants will necessarily need such documentation.) Any violations of copyright, lack of source citation, or lack of permission to use material may result in disqualification.
5. Websites, mobile applications, etc. must be self-contained on the hard drive (or thumb drive, CD, etc.) of a laptop computer. No access to the Internet, either wired or wireless, will be allowed.
6. Participants will have twenty-five (25) minutes to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judges, as to the exact role you are to play. The participant(s) will be presenting the comprehensive marketing strategies to you.
7. After the question and answer session is completed, please thank the participant(s) but do not discuss the presentation or your evaluation.
8. During the last five (5) minutes, after the participant(s) is (are) excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. If a bubble sheet has been provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score for each item.

EMERGING TECHNOLOGY MARKETING STRATEGIES JUDGE INSTRUCTIONS



Please make sure to score all categories, add them for the total score, then initial the score. When scoring, the main question to ask yourself is “Based on my experience, would I hire this participant/team to develop my organization’s marketing strategies using emerging technologies to sell product(s) and/or service(s)?” The maximum score for the evaluation is one hundred (100) points.

NOTE: If a bubble sheet is not provided, indicate your scores on the Emerging Technologies Marketing Strategies Evaluation Form.

PRESENTATION SCHEDULE | IN THIRTY (30) MINUTE INTERVALS

Twenty-five (25) minutes for the set-up, presentation (includes introduction), and questions by the judges

Five (5) minutes for scoring by the judges



EVALUATION CRITERIA

A score under the heading Exceeds Expectations in any category means that, in your opinion, the emerging technologies marketing strategies and presentation was done in an effective, creative way; in effect, nothing more could be expected of the participant, and the presentation was delivered in a way that would initiate your purchase.

A score under the heading Meets Expectations in any category means that, in your opinion, the emerging technologies marketing strategies and presentation was done well. There may be a few minor problems or omissions, but they are not significant. A marketing strategy and presentation which earns this level in every category for the presentation would probably receive strong consideration for purchase.

A score under the heading Below Expectations or Little/No Demonstration in any category means that some major flaw has been noted which damages the effectiveness of the marketing strategy and presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a Certificate of Excellence.

We hope you are impressed by the quality of work of these participants with a career interest in the area of Emerging Technologies Marketing Strategies. If you have any suggestions for improving this event, please mention them to your event manager.

WE THANK YOU FOR YOUR HELP.



EMERGING TECHNOLOGY MARKETING STRATEGIES EVALUATION FORM



Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

		LITTLE/NO DEMONSTRATION	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED POINTS
1.	Introduction: Confidence, poise, assertiveness	0-1-2	3-4-5	6-7-8	9-10	
2.	Visual impression of the marketing materials— Consider: creativity, imagination, the use of graphics or media	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
3.	The application of marketing principles through the emerging technologies	0-1-2	3-4-5	6-7-8	9-10	
4.	The ability to relate technology used for development to the client	0-1-2	3-4-5	6-7-8	9-10	
5.	The value/benefit/price relationship featured by the emerging technology marketing strategies	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
6.	Ability to understand and communicate client/ customer needs	0-1	2-3	4	5	
7.	Integration of strategy components	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
8.	Ability to sell the concepts to client/potential client	0-1-2	3-4-5	6-7-8	9-10	
9.	Summary and conclusion or presentation, opening for call-back, responding to questions	0-1	2-3	4	5	
10.	Overall performance: Appropriate appearance, presentation technique, etc.	0-1	2-3	4	5	
Total Judged Points (100 maximum):						

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G H I J (circle one)

TIE BREAKER

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the participant with the highest score for #2 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 7, 5, 3, 8, 4, 1, 6, 9, 10